

Amendments to the Specification

Please replace paragraphs as follows:

[0018] A key feature of the invention is that the circuit conduits are entirely interior of the fore grip 20, reel holder 18, and handle 22. In the embodiment of FIGURES 3, 5 and 6, walls 80 and 82 define grooves in a reel ~~body~~ holder interior surface 84 to accommodate the circuit conduits 58,60. Circuit conduits 58,60 to the switch 64 are routed rearwardly over the end edges 32,36 of the handle 22 and rod body 12, then sandwiched between the handle 22 and rod body 12 as shown in FIGURE 5, and then routed between the reel holder 18 and rod body 12 in the grooves defined by walls 80,82 as shown in FIGURE 6, such that there are no apertures in the internal wall 28 of the rod body 12 necessary to accommodate circuit conduits. The material of handle 22 is sufficiently flexible, such as cork or rubber, to permit flexure over wires 58,60 as shown in FIGURE 5. Motor 48 faces forwardly, so that wires 54,56 extend directly rearwardly. This embodiment is well adapted to installations in higher quality fishing rods, where the lack of any aperture in the rod body 12 avoids the possibility, however slight, that the rod body could be weakened by an aperture. This embodiment is essentially limited to fishing rods that are initially constructed to have a vibratory module installed.

[0019] In the embodiment of FIGURE 4, the circuit conduits 76,78 are routed forwardly to an aperture (not shown) in the rod body internal wall 28 beneath or adjacent to switch 64. Again, all circuit conduits are internal to the structure. Motor 48 faces rearwardly, so that wires 74,78 extend directly forwardly. This embodiment may be readily installed as a retrofit to already

constructed rods, where it is impossible to route the wires between the rod body 12 and handle 22, reel ~~body~~ holder 18 and fore grip 20, because they are already permanently attached to rod body 12.